

Spectra Urges Action On Seasonal Marketing Print Projects

Spectra offers end-to-end fulfillment of seasonal marketing materials, using online tools, in-house printing, and fast order processing for quick delivery.

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For many retail businesses, the holiday shopping season is an important factor in meeting their yearly financial goals. Often, success in meeting those goals is dependent on getting word out to

potential customers well in advance of the actual shopping experience by letting them know about special discounts, availability of in-demand items, rewards programs, and other marketing methods. Spectra, as a third-party fulfillment partner with a fully integrated in-house print facility, is a great choice for national corporations that need to execute high quality and timely marketing campaigns.

Spectra invests in its print equipment on a regular basis, rotating out older machines with new technologies in order to offer specialty techniques, more brilliant colors, greater print speed, and other advantages that result in beautiful marketing materials that customers can't ignore. Whether they are printing window clings, product catalogs, signage, or mailers to be sent directly to individual addresses, Spectra has the capabilities to meet their clients' high quality expectations for each project.

Spectra's variable data services take these marketing materials to an even higher level, allowing corporations to customize individual pieces of mail to their recipients. Materials customized this way lead to greater engagement and more purchases. Data security, an ever-increasing concern, is a very high priority at Spectra. The 3PL fulfillment organization maintains a [SOC 2 Type II certification](#), with extensive protocols in place to protect personally identifiable information and other sensitive data.

One of the most prominent reasons to partner with Spectra for the production and distribution of seasonal marketing materials is their fully integrated [fulfillment process](#). Campaign managers



can upload artwork and other files directly to Spectra quickly and easily using methods that meet their security requirements. Materials are then printed on the organization's own equipment, rather than having to send files out to a separate print provider, then wait for the finished materials to be delivered to the 3PL partner for fulfillment. This efficiency is vital for seasonal campaigns that have strict time windows.

Once materials are printed, Spectra's team handles inventory management and distribution with equal levels of expertise. For the materials regional branches order, Spectra can set up intuitive storefronts for end users to select the items they need and get them delivered in time to promote special events. For [direct mail campaigns](#), Spectra offers valuable postage discounts based on bulk mailing. Quality and accuracy checks at each step of the fulfillment process ensure that customized direct mail pieces make it to their intended recipients on time.

Corporations with national scope are strongly encouraged to work with Spectra to design, print, and distribute their seasonal marketing materials in order to give their campaigns the best chance of success. With a fully integrated end-to-end fulfillment system supported by robust data security measures, the Spectra team can be a powerful asset to any company looking to maximize sales this holiday season. Getting a project off the ground is an efficient, quick process, given Spectra's experience in the field and advanced technology assets.

In addition to retailers, Spectra serves clients in the government, healthcare, education, and other industries with reliable and efficient third party fulfillment. The Columbia, South Carolina based 3PL organization is HIPAA compliant and holds SOC 2 Type II certification. They offer valuable services that help organizations in all industries meet their fulfillment needs with maximum efficiency and quality. Spectra is online at www.spectraintegration.com, where campaign managers can explore the many advantages that Spectra can bring to their projects as their dedicated fulfillment partner.

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